

Marketing Strategies

1. Branding
 - a. Choose a theme and color scheme that speaks to your overall message.
 - b. Have a professional logo, letterhead, and format for your publications made.
 - i. Fiverr.com; PeoplePerHour.com; Elance.com
 - ii. Use your logo on all materials, presentations, gifts, and give-aways.

2. Signature line on email, iPhone, iPad/tablet should reflect your ideal client population.

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3. Medical and other Allied Health Professionals
 - a. Letter to Medical doctors – check which ones are not on Medicaid.
 - b. Get releases to call the client's PCP, send records and keep her/him updated.
 - c. Let your doctors know about your services.
 - d. If you need a reliable referral resource, call the doctor and ask to come by for a brief introductory meeting.
 - e. Offer in-services to the staff on specific mental health topics
 - f. Ask the provider what services they need and provide it or an appropriate referral.
 - g. Monthly lunch for the staff and holiday cards/tokens of appreciation.
 - h. Send thank you notes and copies of psychological tests completed for the client.

4. Media (APA Code of Ethics [5.02 (b)] precludes psychologists from paying employees of the press for publicity).
 - a. Have a media kit accessible on your website.
 - b. Interviews on radio and television (get training & consider a PR firm).
 - c. Articles – local, national, and trade publications.
 - d. Press releases regarding your office and community events.
 - e. Becoming a resource for the media

5. Online
 - a. Website
 - i. Think about SEOs and AdWords
 - b. Social Media – sign up for all social media and use at least Facebook, Twitter, & LinkedIn
 - c. Psychology Today, Find A Therapist
6. Create handouts regarding your topic and give to clients, referral sources, and community. Provide quality copies for your referrals resources to provide clients.
7. Publications
 - a. Self publishing – ebooks and print copies (low/no cost)
 - b. Mini books
 - c. Writing blogs
 - d. Peer reviewed (scholarly and magazines)
8. Community Outreach – Events where your client population attends (APA Code of Ethics [5.06] precludes psychologists from direct uninvited in-person solicitation of actual/potential therapy clients who are vulnerable to undue influence).
 - a. PTA
 - b. Festivals
 - c. Free health screening events (focus on basic issues like stress management)
9. Join organizations in your target referral population and serve.
10. Speaking – paid and unpaid
11. Community Service
 - a. Facilitating events such as a panel, board meeting, or neighborhood association conflict resolution session.